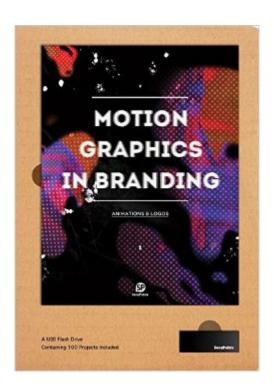**The book was found**

Motion Graphics In Branding

Synopsis

Motion instantly arrests our attention and captivates us, quieting our movements and bringing us back to the present. Whether a hypnotic response or a survival of earlier times when sudden movement could herald the appearance of predator or prey, we find ourselves compelled viewers. Today's designers increasing take advantage of this attention to reinforce branding through the relatively new platforms of mobile multimedia. Motion Graphics in Branding profiles some of the best short films that effectively combine communication with brand promotion. Paperback book in slipcase; includes a USB drive containing videos of 100 projects in the book.

Book Information

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